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# First ACM SIGMM International Workshop on Social Media (WSM'09)

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# First ACM SIGMM International Workshop on Social Media (WSM'09)

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## ABSTRACT

The ACM SIGMM International Workshop on Social Media (WSM'09) is the first workshop held in conjunction with the ACM International Multimedia Conference (MM'09) at Beijing, P.R. China, 2009. This workshop provides a forum for researchers and practitioners from all over the world to share information on their latest investigations on social media analysis, exploration, search, mining, and emerging new social media applications.

## Categories and Subject Descriptors

H.4 [Information Systems Applications]: Miscellaneous

## General Terms

Algorithms, Design, Experimentation, Human Factors, Theory

## Keywords

Social Media, Multimedia, Social Web and Social Networks

## 1. INTRODUCTION

Recent years have witnessed a growing number of user-centric multimedia applications, especially with the popularity of Web 2.0. Examples include Flickr, YouTube, Facebook, MySpace, Orkut, fotocommunity.com, etc. The emerging applications on social web and social networks have produced a new type of multimedia content, termed as "social media" here as it is created by people using highly accessible and scalable publishing technologies for sharing via the web. One distinct feature of social media (e.g., web images, audio, and videos) is that they are usually accompanied by rich contextual information, such as, tag, category,

title, metadata, comments, and viewer ratings. Researchers from multidisciplinary areas have proposed and studied a variety of intelligent methods for processing social media data and exploiting such rich multi-modality data for various applications. The purpose of this workshop is to discover the exciting research that is currently carried out in this area and the key challenges that need to be addressed in this nascent field.

Unlike conventional multimedia data, social media contains rich user-generated information, which can be particularly useful to resolving the long-standing challenges in multimedia understanding, e.g., semantic gap. This new media also introduces many challenges and new research issues, as well as many exciting real-world applications (e.g. social image search, social group recommendation, etc.). This workshop solicits contributions on various aspects of social media. In particular, workshop papers will elaborate related theories, methodology, algorithms and issues associated to social media content creation, manipulation, content analysis, storage, search, learning, and mining.

## 2. EXPECTED CONTRIBUTIONS

The goal of this workshop aims to address the emerging challenges in the research of social media. The expected contributions of this workshop include:

- Identify open problems in emerging social media research
- Explore novel theories and methodology for modeling social media
- Empirical studies and evaluations on social media

## 3. TOPICS OF INTEREST

The workshop provides a forum for researchers and practitioners from all over the world to share information on their latest investigations on social media analysis, exploration, search, mining, and emerging new social media applications.

The broader context of the workshop is closely related to Web 2.0 Search and Mining, Social Networks Analysis, Multimedia Information Retrieval, and Multimedia Data Mining.

Topics of interest include but not limited to:

- Theory and methodology for modeling of social media
- Social context-based media content analysis
- Web driven media creation
- Collaborative filtering and recommendation systems for social media
- Organization, indexing and navigation of multimedia content
- Behavior analysis in social media networks
- Multi-modality fusion for heterogeneous social media content
- Interactive/collaborative image, video and audio search in web environment
- Machine learning and data mining methods for social media content
- Large scale image, video and audio classification using social contextual cues
- Image, video and audio recommendation in social networks
- Social media-based advertisement
- Social network enablement via media
- Privacy and security issues in social media (e.g. media watermarking)

#### 4. WORKSHOP ACTIVITIES

The 1-day workshop will be scheduled from 9:00 am to 5:30pm with short breaks and lunch. The workshop program includes: two invited keynote speakers (each 60 minutes), two oral paper sessions, and one poster and demo session.

#### 5. PROGRAM COMMITTEE

The success of the WSM'09 workshop relies on the highly qualified technical program committee. We would like to thank the members herein for their dedicated review efforts:

- Yannis Avrithis, National Technical University of Athens, Greece
- Liang Tien Chia, Nanyang Technological University, Singapore
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- Daniel Gatica-Perez, Idiap Research Institute, Switzerland
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#### 6. WORKSHOP SUMMARY

This workshop summary gives a brief description of the general goals of the workshop. More details of the workshop can be found from the website <sup>1</sup>.

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<sup>1</sup><http://www.cais.ntu.edu.sg/~wsm2009/>